



**NCSA-PEP TRAFFIC INSTRUCTIONS - TV**  
**November 1-30, 2022**  
*revised October 24, 2022*

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our THREE TV campaigns airing during the month of November.

**The Ohio Department of Education** and the **Ohio Association of Foodbanks** campaigns (highlighted in yellow) are new campaigns beginning November 1. **The Ohio Secretary of State** campaign continues through Tuesday, Nov. 8 (Election Day), at which time the spot should be removed from rotation.

Also, a reminder that our campaign for the Ohio Army National Guard ended on Sept. 30. While we anticipate a new contract will be in place in early 2023, federal contracting rules prohibit us from airing the spots in the interim. **Therefore, please be sure that all OHNG spots are removed from rotation.**

All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.

<i>Sponsor</i>	<b>Ohio Department of Education</b>	<b>Ohio Association of Foodbanks</b>	<b>Ohio Secretary of State</b>																					
<i>Purpose</i>	Promotes the Ohio Dept. of Education's Afterschool Child Enrichment (ACE) program, which provides funding for lower-income children to access tutoring and after school education programs.	Promotes resources for health insurance coverage available through "Get Covered Ohio".	Encourages Ohioans to register to vote and participate in the Nov. 8 general election.																					
<i>Dates</i>	11/1/2022 – 12/31/2022	11/1/2022 – 1/15/2023	9/1/22 – 11/8/22																					
<i>Link to spots:</i>	<a href="https://oab.org/ncsa-pep-campaigns-ohio-dept-education-2022/">https://oab.org/ncsa-pep-campaigns-ohio-dept-education-2022/</a>	<a href="https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/">https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/</a>	<a href="https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/">https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/</a>																					
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<i>Nov. airplay request</i>	<b>Nov. 1-8:</b> 2 plays or 20% of OAB airplay <b>Nov 9-30:</b> 5 plays or 50% of OAB airplay	<b>Nov. 1-8:</b> 2 plays or 20% of OAB airplay <b>Nov 9-30:</b> 5 plays or 50% of OAB airplay	<b>Nov. 1-8:</b> 6 plays or 60% of OAB airplay <b>Nov 9-30:</b> 0 plays. Please remove from rotation on 11/9!																					

**Additional Notes:**

- We have provided a suggested minimum number of spots per month for each campaign, as well as a suggested percentage of total spots to be allocated to each campaign. As always, we are grateful for any contribution that your station makes.
- Spots should be aired between 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB's Mariah West at [mwest@oab.org](mailto:mwest@oab.org).